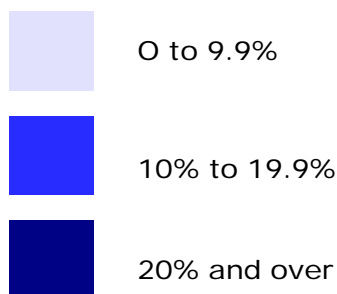
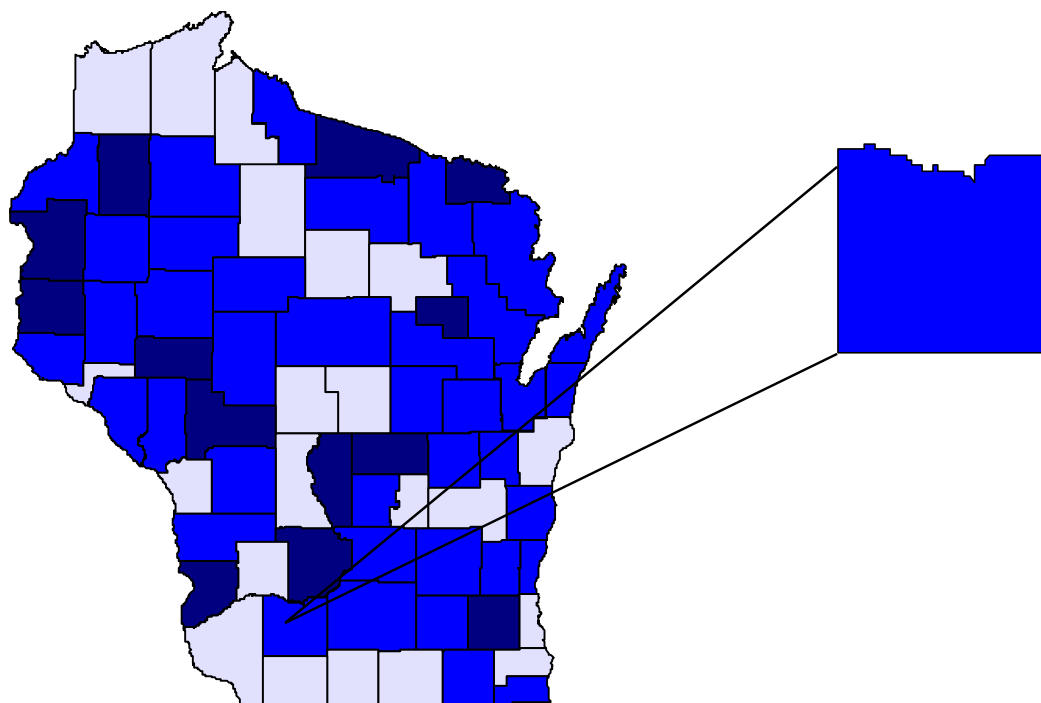


Iowa County Workforce Profile

Job Growth 1994 to 1999



**Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001**



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Iowa County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

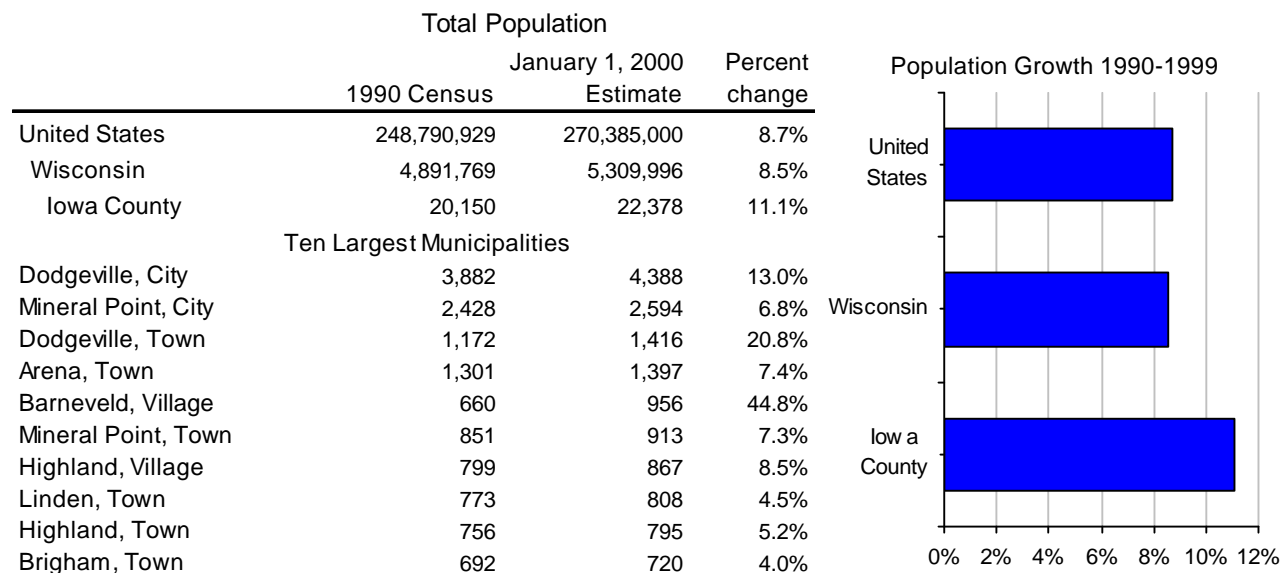
For more detailed information or clarification, please contact your local labor market analyst,
Bill Brockmiller, by telephone (608-785-9337) or email (brockwi@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Iowa County Population and Civilian Labor Force

According to January, 1 2000 estimates produced by the Wisconsin Department of Administration, Iowa County has grown much faster than the rest of the state and nation in the 90s decade. Much of the county's population resides in the southern half, dominated by Dodgeville and Mineral Point.

Of all components of population change, Iowa County is more affected by in-migration as opposed to natural increase; almost 65 percent of the population increase in the decade was due to in-migration. This occurred largely in the second half of the 1990s decade. During the first half of the decade, population was on the rise in Iowa County, but the natural increases in the population had a greater impact on population totals during the first half of the decade. Natural increase in Iowa County's population has slowed, and in the second half of the 90s decade was replaced by even larger increases by way of in-migration.

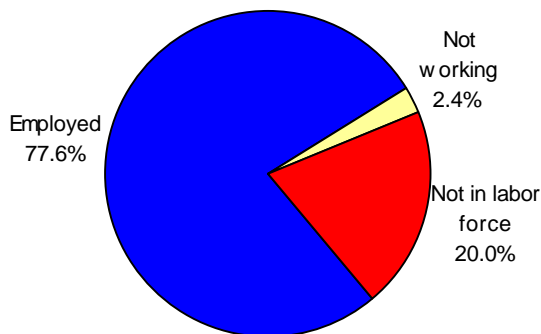


* Iowa County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. Readers should keep in mind that people who are "not working" are people who are "not in the labor force". "Unemployed" does not include all people who are "not working", some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are: retirees, fulltime students choosing not to work, persons with too many employment barriers to enter the work force, persons that have become discouraged and stopped looking for work, or other people who choose not to work or look for work. Persons in a prison, mental institution, or nursing home are not counted as members of the labor force, nor are they counted as unemployed. The labor force in Iowa County has grown faster than the overall population, due to the large increase in those aged 40-54, who exhibit high labor force participation rates.

1999 Labor Force Participation



The "labor force participation rate" of Iowa County, or percentage of the population aged 16 and older either employed or unemployed is 80 percent, very high compared to both the national level (67.1) and the state level (72.3). All three estimates are current for 1999. The employment / population ratio is identified as the "Employed" percentage (77.6). Both measures provide an indicator of the elasticity of the labor market; relative to both the state and the nation, Iowa County's labor market is rather tight. That situation is likely to continue into the future as certain cohorts, especially those aged 25 to 39 are projected to decline.

The growth of those aged 16-24 is promising, although the numerical growth in that cohort is small compared to the swelling growth in the baby boomer age cohorts.

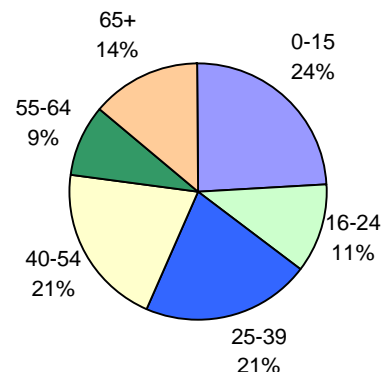
Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The consequences of declining labor availability, if unabated, could restrict future economic growth as employers will be hard pressed to find workers. Other

consequences could include wage inflation, especially in occupations which experience chronic shortages, generally technical, professional and information technology occupations. An understanding of the relationship between the labor force and the population composition is key for future county planners.

Iowa County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	5,192	5,424	4.5%
16-24	2,216	2,461	11.1%
25-39	4,920	4,719	-4.1%
40-54	3,215	4,640	44.3%
55-64	1,752	2,018	15.2%
65+	2,856	3,116	9.1%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

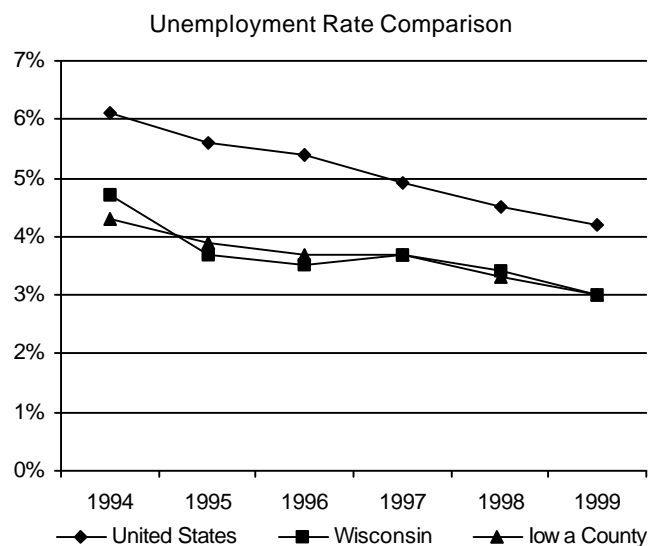
Iowa County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	13,200	13,200	13,500	13,500	13,900	13,400
Employed	12,700	12,700	13,000	13,000	13,400	13,000
Unemployed	570	520	500	500	450	400
Unemployment Rate	4.3%	3.9%	3.7%	3.7%	3.3%	3.0%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The graph to the right illustrates the unemployment experience of Iowa County residents over the past five years. Unemployment in Iowa County has consistently been lower than the nation's, and roughly equal to the state-wide unemployment rate. One observation we can make about the county's unemployment experience is that it is stable in comparison to the state and the nation. This may be related to the relatively small number of manufacturing jobs in the county, which are generally more susceptible to changes in the business cycle and more likely to experience layoffs.

During the course of a given year, Iowa County's monthly unemployment rates report both high peaks and low valleys of unemployment. February usually reports the highest unemployment rate for the year, in recent history, February's rate has ran between 5.5 and 5.8 percent. In September or October, Iowa County usually records its lowest rate for the year. Recent September/October rates have ran between 2.0 and 2.4 percent.



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

This general unemployment rate pattern are roughly similar on a statewide basis. These unemployment rate patterns can be explained by several factors including; Wisconsin's weather patterns, farm growing seasons, Wisconsin manufacturers production schedules, shopping seasons peaks and valleys, and tourist seasons.

However, Iowa County 's decline in unemployment rates in the October to December time period are more pronounced and lower than at the statewide level. One of the primary reasons for this is the presence of a major catalog retailer in Iowa County that caters to the holiday shopping season.

Iowa County Commuting Patterns

	Commute Into	Commute From	Net Commute
Dane County	1,731	442	-1,289
Grant County	406	842	436
Sauk County	301	157	-144
Lafayette County	154	397	243
Richland County	75	112	37
Elsewhere	62	22	-40
Total	2,729	1,972	-757

Work within Iowa County 7,439

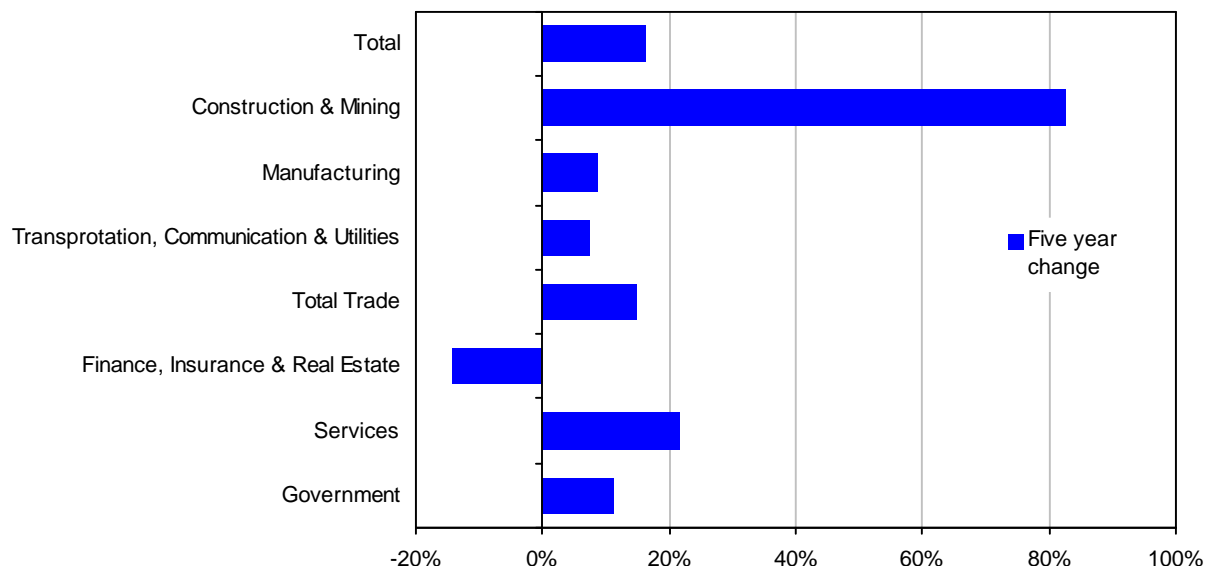
Source: WIDWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns, 1994.*



More than 50 percent of Iowa County residents work within Iowa County, though some of the bordering counties absorb large numbers of the county workforce. More than 15 percent of the county workforce travel to Dane County, roughly half working in Madison. U.S. Highway 151 serves as an ideal conduit between Madison and the main cities of Dodgeville and Mineral Point in Iowa County. Grant and Lafayette counties serve Iowa County with a large number of workers relative to other bordering counties; about three percent and five percent of the workforce come into Iowa County from Grant and Lafayette, respectively. As is the case with other counties in southwestern Wisconsin, the most populous cities are centrally located and easily accessible by state and county routes. U.S. Highway 151 connects the county's most populous areas, running east-west between Dane County and Dodgeville, then north-south to Mineral Point.

An examination of commuting patterns over the past 40 years proves that while the number of workers residing and working in Iowa County is increasing, out-migration to bordering counties is occurring at a much quicker pace. Dane County appears to be the largest gainer, with the number of workers coming from Iowa County increasing more than seventy-five percent between 1980 and 1990. Grant and Lafayette Counties have also absorbed larger numbers of Iowa County workers over the past few years. The numerical estimates detailed above are from the 1990 Census. Commuting data is not yet available from Census 2000.

Iowa County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
Total	9,403	9,560	9,667	9,914	10,612	10,924	2.9%	16.2%
Goods Producing	931	1,038	1,060	1,141	1,170	1,237	5.7%	32.8%
Construction & Mining	302	362	385	453	491	551	12.3%	82.8%
Manufacturing	630	676	674	688	679	685	0.9%	8.8%
Durable	563	600	582	566	558	590	5.7%	4.8%
Nondurable	67	76	92	123	121	96	-21.2%	42.2%
Service Producing	8,472	8,522	8,607	8,774	9,442	9,687	2.6%	14.4%
Transportation, Communications & Utilities	318	320	332	340	343	342	-0.4%	7.4%
Total Trade	5,338	5,297	5,300	5,527	6,006	6,121	1.9%	14.7%
Wholesale	335	354	350	344	358	363	1.2%	8.1%
Retail	5,003	4,943	4,949	5,183	5,648	5,759	2.0%	15.1%
Finance, Insurance, and Real Estate	192	172	179	189	186	164	-11.6%	-14.3%
Services & Misc.	1,364	1,447	1,489	1,388	1,548	1,659	7.2%	21.6%
Total Government	1,260	1,286	1,307	1,329	1,359	1,401	3.1%	11.2%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. Nonfarm wage and salary employment does include civilians working at a Federal installation. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

The Iowa County economy has been expanding for the past half-decade, dominated by strong growth in the service-producing sector. In fact, about 80 percent of all job creation in the past five years has been in services. This might be an indication of increased demand for health services as the population continues to age. The median age in Iowa County increased from 31.3 to 33.2 in 10 years between 1980 and 1990, and projections into the future predict that while the younger age cohorts will remain stable or even decline, the largest increases in the population will be in the older cohorts.

A quick glance at the table above demonstrates the dominant nature of retail trade in the county economy. The majority of retail trade establishments are restaurants, generally a reflection of the importance that tourism plays in county economic development. There are a number of state parks in the county, as well as the Wisconsin River, which borders the county to the north. The presence of a major catalog retailer in Iowa County also has a sizeable affect on retail trade employment in Iowa County. It is estimated that future growth will be centered in services, most likely health care.

Iowa County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Miscellaneous Retail	*	*	*	*
Educational Services	9	768	10	54
Health Services	25	654	24	233
Eating And Drinking Places	31	437	-27	-76
Industrial Machinery And Equipment	*	*	*	*
Lumber And Wood Products	*	*	*	*
Automotive Dealers & Service Stations	22	240	-10	44
Executive, Legislative, And General	25	234	-20	-8
General Building Contractors	12	209	-15	70
Hotels And Other Lodging Places	9	208	-28	128

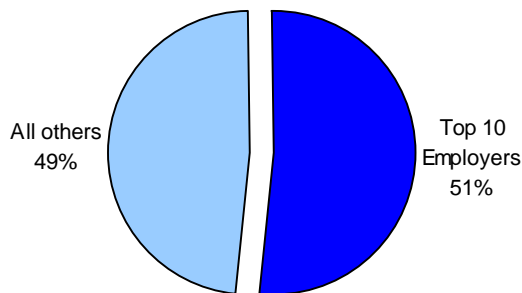
*data suppressed to maintain confidentiality

Top 10 Private Employers

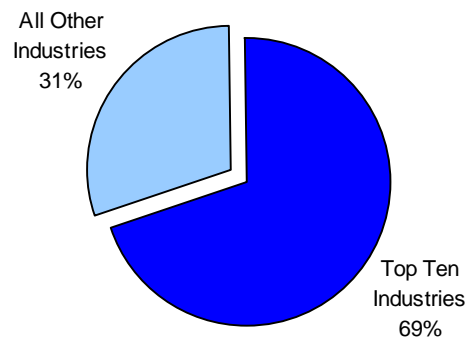
Company	Product or Service	Size
Land's End	Mail Order Retailer	1000+
Memorial Hospital Of Iowa County	Health Care Services	250-499
Nelson Industries	Special Industrial Machine Manufacturing	250-499
Walnut Hollow Farm	Lumber and Wood Products Manufacturing	100-249
The House Of Wyoming Valley	Museum	100-249
Wal-Mart Associates	General Merchandise Retailer	100-249
Dick's Super Market	Grocery Retailer	50-99
Morton Buildings	Building Construction	50-99
United Parcel Service	Courier Services	50-99
Hodan Center	Used Merchandise Store	50-99

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Private Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



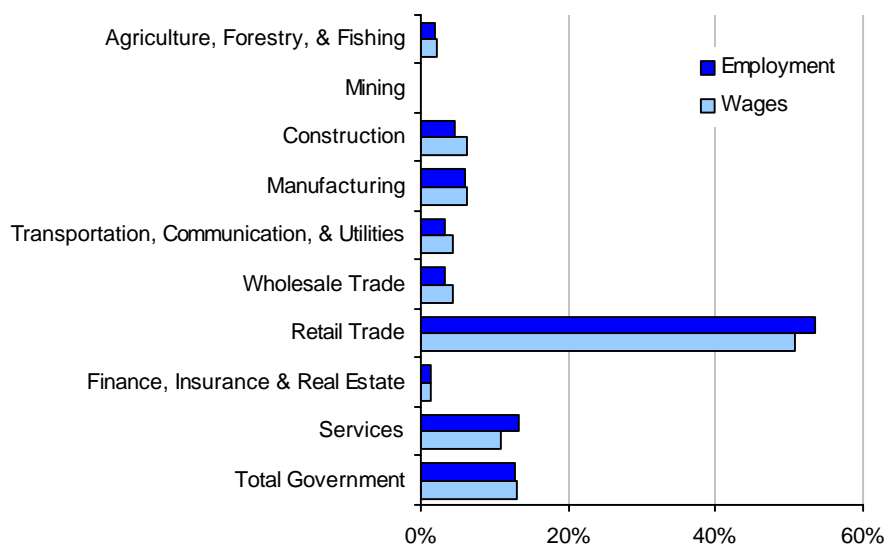
As of the 1st quarter 2000, there were a total of 574 establishments in Iowa County, 504 of which were privately owned; of those, the top ten employ just over half of the workforce. The majority of these are service-producing establishments, dominated by health care and retail trade facilities.

Obviously, Land's End is the county's largest employer, employing a large percentage of the county workforce. In terms of new establishments added in the county, the services sector has grown faster than other sectors, while manufacturing has increased modestly in absolute terms since 1994. It is estimated that the continuing shift to service-based establishments, well-entrenched on the national level, will continue to affect Iowa County's economic structure into the near future.

Iowa County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,999	\$29,609	81.1%	6.6%	32.3%	10,905
Agriculture, Forestry, & Fishing	\$28,024	\$21,499	130.3%	-6.6%	32.8%	198
Mining	*	\$39,968	*	*	*	*
Construction	\$33,147	\$36,772	90.1%	7.2%	34.4%	497
Manufacturing	\$24,799	\$37,773	65.7%	2.0%	33.2%	661
Transportation, Communications, & Utilities	\$31,638	\$34,523	91.6%	-0.5%	9.2%	349
Wholesale Trade	\$32,618	\$38,048	85.7%	10.2%	30.6%	353
Retail Trade	\$22,891	\$15,066	151.9%	9.1%	41.5%	5,819
Finance, Insurance, & Real estate	\$22,948	\$37,911	60.5%	8.7%	35.7%	157
Services	\$19,645	\$26,041	75.4%	5.6%	26.4%	1,440
Total Government	\$24,715	\$32,017	77.2%	3.2%	15.4%	1,385

Total Employment and Wage Distribution by Industry Division



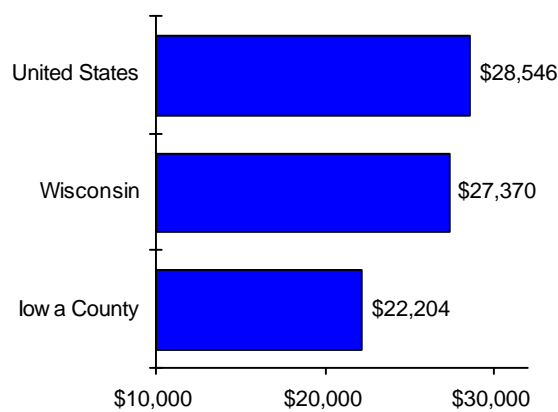
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Iowa County earnings are higher than the statewide average in two industry groups, commercial agriculture and retail trade. This is the result of the dominant role that both tourism and large retail establishments command in the wages equation. A close examination of the chart above, identifying the distribution of wages and employment in each industry group portrays a remarkable equilibrium between workers and wages. There doesn't seem to be major gaps, besides retail trade, which is normal for that industry group since wages paid are on average less than other industries. The retail trade sector in Iowa County pays wages well above the statewide average. There are far more full-time workers, again influenced by key large employers.

Wages in agriculture, forestry and fishing, also higher than the statewide average, are further evidence of the role both tourism and agriculture services play in county economics. One reason for higher wages at the county level is the small amount of employment, but also the fact that occupations within that industry in Iowa County are generally high-skilled. The largest differential between county wages and statewide wages are found in finance, insurance, and real estate (FIRE), generally regarded as less significant than the key industries in Iowa County. Typically, major FIRE operations center around metropolitan areas, of which, Iowa County has none. In addition, most of the major FIRE operations in Wisconsin take place in the eastern or south central parts of the state. Southwestern Wisconsin's financial institutions are often headquartered in Minnesota or Northeast Illinois. Growth in earnings is expected to be highest in services over the next few years, especially if demand for health care continues, influenced by changes in population structure.

Iowa County Wage and Income Data

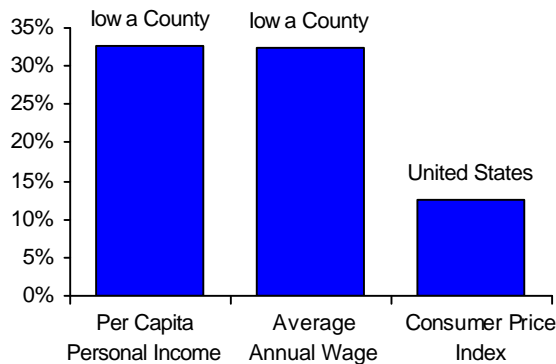
Per Capita Personal Income 1999



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can be influenced by the number of wage earners, average family size, and the median age of residents. Per capita income can also determine the type of services and housing available.

Iowa County's per capita personal income of \$22,204 ranked 40th out of Wisconsin's 72 counties in 1999. That is a marked increase from their ranking in 1995 of 51st of out 72 counties. Iowa County's 1999 ranking surpassed the Iowa County's rank in 1990 (43rd).

Comparison of Selected Data: 1994 - 1999



Farm income is an important ingredient in many Southwestern Wisconsin counties PCPI, including Iowa County. Flooding on the Mississippi and in Southwestern Wisconsin during the mid 90s (especially 1995), had a marked effect on PCPI during that time in Iowa County. When total farm income for a county is reported as a loss, that reduces Total County Income and PCPI.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Iowa County	\$16,737	\$16,997	\$18,237	\$19,514	\$21,124	\$22,204	5.1%	32.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Amusement & Recreation Attendants	\$ 7.45	\$ 6.92
Cashier	\$ 6.99	\$ 6.74
Cook, Restaurant	\$ 9.36	\$ 8.39
Food Preparation Worker	\$ 6.97	\$ 6.62
Hotel/Motel Clerk	\$ 7.47	\$ 7.39
Janitor/Cleaner	\$ 9.50	\$ 9.14
Licensed Practical Nurse	\$ 14.33	\$ 13.86
Machine Feeder & Offbearer	\$ 9.49	\$ 9.47
Maintenance Repairer	\$ 13.32	\$ 13.15
Nurse Aide/Orderly	\$ 9.24	\$ 9.10
Registered Nurse	\$ 21.21	\$ 20.21
Telemarketer	\$ 9.93	\$ 8.69
Truck Driver, Light	\$ 10.32	\$ 9.97
Truck Driver, Tractor Trailer	\$ 16.72	\$ 15.72
Vehicle Washer/Equipment Cleaner	\$ 8.83	\$ 8.24

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 60 or so 'balance-of-state' non-MSA counties.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.

Source: DWD, BWI, 2000 OES wage survey for Balance-Of-State (non-MSA) counties.